



Taylorville City, UT
 Taylorville city, UT (4975360)
 Geography: Place

Summary Demographics

2010 Population	60,464
2010 Households	19,915
2010 Median Disposable Income	\$50,340
2010 Per Capita Income	\$23,876

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$541,347,755	\$347,363,545	\$193,984,210	21.8	285
Total Retail Trade (NAICS 44-45)	\$461,738,112	\$285,094,271	\$176,643,841	23.7	191
Total Food & Drink (NAICS 722)	\$79,609,643	\$62,269,274	\$17,340,369	12.2	94

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$112,895,570	\$9,590,258	\$103,305,312	84.3	10
Automobile Dealers (NAICS 4411)	\$97,180,611	\$699,642	\$96,480,969	98.6	1
Other Motor Vehicle Dealers (NAICS 4412)	\$8,066,514	\$0	\$8,066,514	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$7,648,445	\$8,890,616	-\$1,242,171	-7.5	9
Furniture & Home Furnishings Stores (NAICS 442)	\$23,249,221	\$32,463,860	-\$9,214,639	-16.5	9
Furniture Stores (NAICS 4421)	\$17,278,744	\$29,050,889	-\$11,772,145	-25.4	3
Home Furnishings Stores (NAICS 4422)	\$5,970,477	\$3,412,971	\$2,557,506	27.3	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,031,032	\$3,041,608	\$7,989,424	56.8	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$16,672,601	\$2,368,430	\$14,304,171	75.1	17
Building Material and Supplies Dealers (NAICS 4441)	\$15,592,954	\$1,905,758	\$13,687,196	78.2	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,079,647	\$462,672	\$616,975	40.0	3
Food & Beverage Stores (NAICS 445)	\$77,207,477	\$75,989,644	\$1,217,833	0.8	31
Grocery Stores (NAICS 4451)	\$73,379,889	\$70,949,847	\$2,430,042	1.7	19
Specialty Food Stores (NAICS 4452)	\$2,076,755	\$3,923,636	-\$1,846,881	-30.8	11
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,750,833	\$1,116,161	\$634,672	22.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,869,036	\$11,293,546	-\$5,424,510	-31.6	14
Gasoline Stations (NAICS 447/4471)	\$73,189,763	\$58,925,268	\$14,264,495	10.8	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$20,635,220	\$5,809,948	\$14,825,272	56.1	16
Clothing Stores (NAICS 4481)	\$17,475,461	\$4,607,055	\$12,868,406	58.3	9
Shoe Stores (NAICS 4482)	\$1,742,879	\$747,217	\$995,662	40.0	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,416,880	\$455,676	\$961,204	51.3	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,029,792	\$8,209,895	-\$2,180,103	-15.3	24
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,885,271	\$6,371,774	-\$2,486,503	-24.2	19
Book, Periodical, and Music Stores (NAICS 4512)	\$2,144,521	\$1,838,121	\$306,400	7.7	5

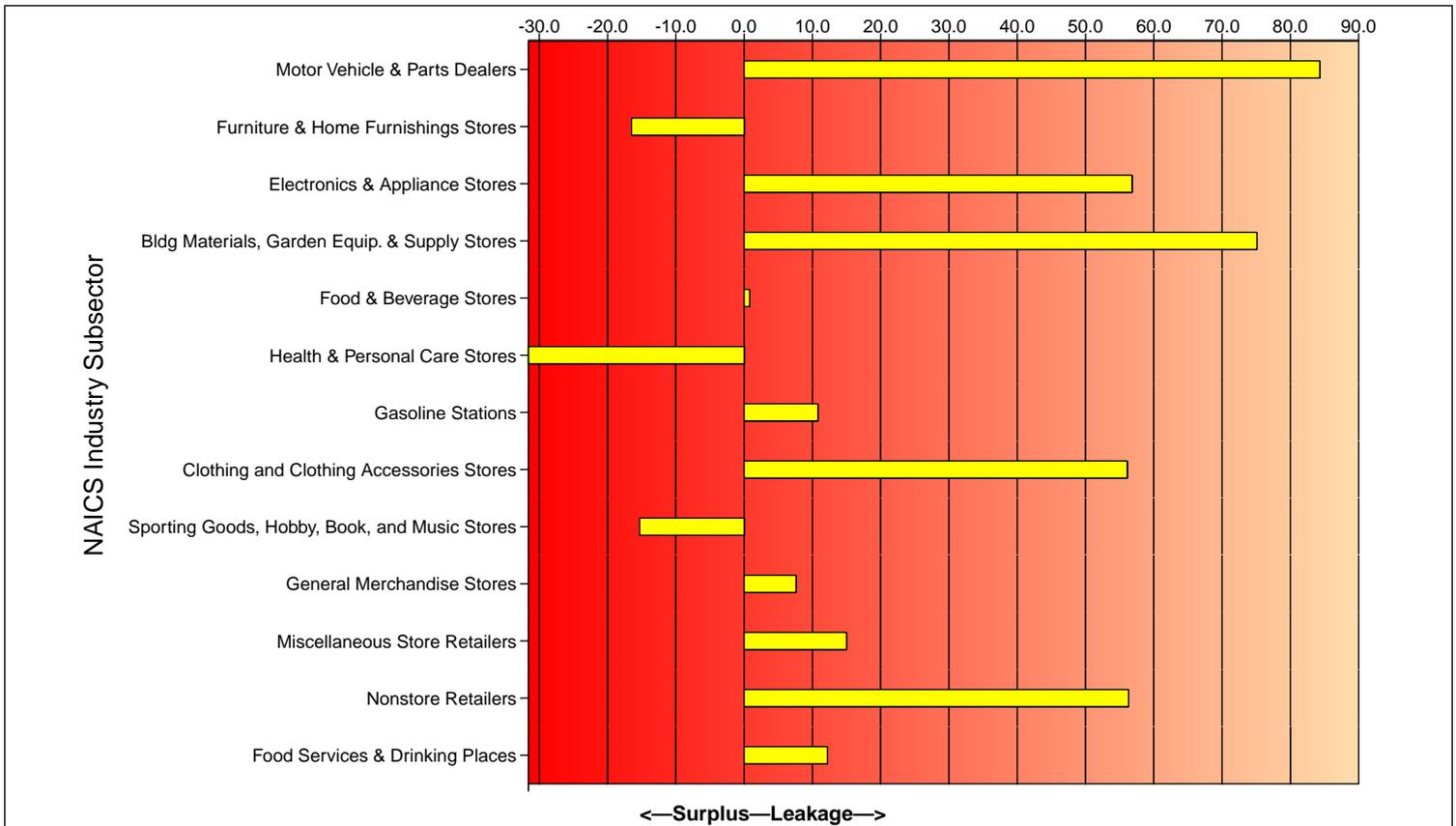
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$71,576,387	\$61,490,091	\$10,086,296	7.6	9
Department Stores Excluding Leased Depts.(NAICS 4521)	\$20,703,946	\$42,756,791	-\$22,052,845	-34.8	5
Other General Merchandise Stores (NAICS 4529)	\$50,872,441	\$18,733,300	\$32,139,141	46.2	4
Miscellaneous Store Retailers (NAICS 453)	\$8,231,928	\$6,088,898	\$2,143,030	15.0	29
Florists (NAICS 4531)	\$734,999	\$726,348	\$8,651	0.6	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,236,458	\$927,985	\$1,308,473	41.3	4
Used Merchandise Stores (NAICS 4533)	\$245,455	\$267,866	-\$22,411	-4.4	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,015,016	\$4,166,699	\$848,317	9.2	16
Nonstore Retailers (NAICS 454)	\$35,150,085	\$9,822,825	\$25,327,260	56.3	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$20,087,195	\$5,732,138	\$14,355,057	55.6	2
Vending Machine Operators (NAICS 4542)	\$2,205,053	\$723,427	\$1,481,626	50.6	1
Direct Selling Establishments (NAICS 4543)	\$12,857,837	\$3,367,260	\$9,490,577	58.5	2
Food Services & Drinking Places (NAICS 722)	\$79,609,643	\$62,269,274	\$17,340,369	12.2	94
Full-Service Restaurants (NAICS 7221)	\$32,122,868	\$26,391,042	\$5,731,826	9.8	51
Limited-Service Eating Places (NAICS 7222)	\$37,070,863	\$33,774,215	\$3,296,648	4.7	36
Special Food Services (NAICS 7223)	\$5,717,645	\$1,477,709	\$4,239,936	58.9	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,698,267	\$626,308	\$4,071,959	76.5	2

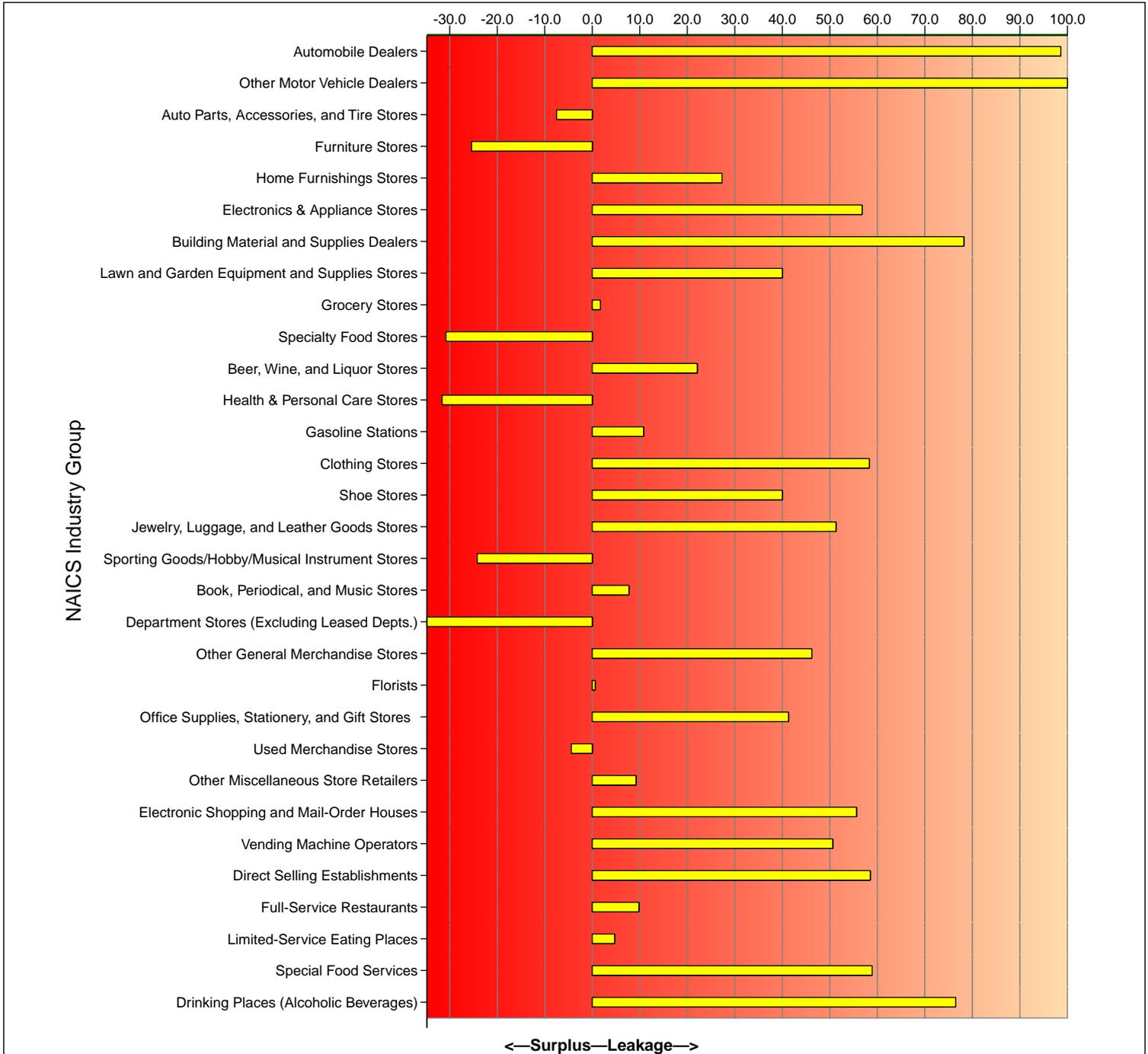
Leakage/Surplus Factor by Industry Subsector



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Leakage/Surplus Factor by Industry Group



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